



United States of America
FEDERAL TRADE COMMISSION
Southwest Region

Dama J. Brown, Regional Director
Federal Trade Commission – Southwest Region
1999 Bryan Street, Suite 2150
Dallas, Texas 75201

May 7, 2020

WARNING LETTER

Via U.S. Mail and Email to: info@guy-gene-eden.com

Lilac Corp.
2030 Elmwood Avenue
Rochester, New York 14620

Re: Unsubstantiated Claims for Coronavirus Prevention and Treatment

To Whom It May Concern:

This is to advise you that FTC staff has reviewed your website at <https://lilacorp.com> on May 4, 2020, where you market to consumers Gene-Eden-VIR and Novirin. We have determined that you are unlawfully advertising that certain products prevent or treat Coronavirus Disease 2019 (COVID-19).

As an example of a Coronavirus prevention or treatment claim on your website, you claim: “Lilac Corp specializes in natural, broad-spectrum treatments that target viruses, including the Coronaviruses, and specifically COVID-19. ‘Broad-spectrum antiviral’ means against many viruses.... Currently, Lilac Corp is offering four products: 1. Gene-Eden-VIR (broad-spectrum antiviral), 2. Novirin (broad-spectrum antiviral)...”

It is unlawful under the FTC Act, 15 U.S.C. § 41 *et seq.*, to advertise that a product can prevent, treat, or cure human disease unless you possess competent and reliable scientific evidence, including, when appropriate, well-controlled human clinical studies, substantiating that the claims are true at the time they are made. For COVID-19, no such study is currently known to exist for the products identified above. Thus, any coronavirus-related prevention or treatment claims regarding such products are not supported by competent and reliable scientific evidence. You must immediately cease making all such claims.

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You are also advised to review all other claims for your products and immediately cease making claims that are not supported by competent and reliable scientific evidence.

Within 48 hours, please send a message to Assistant Director Jim Elliott via electronic mail at jelliott@ftc.gov describing the specific actions you have taken to address the FTC's concerns. If you have any questions regarding compliance with the FTC Act, please contact Reid Tepfer at rtepfer@ftc.gov.

Very truly yours,

Dama J. Brown
Regional Director, Southwest Region
Federal Trade Commission